

Rep Order# 6839269 Ver# 7 Mod# 3 Status Confirmed
EC'd Yes

1 of
4

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser (), RNC/ROMNEY FOR PRES
Product RNC-ROMNEY
Estimate# 313
Buyer STEPHANIE KINCAID
Phone#

Agency	() AMERICAN RAMBLER PRODUCTIONS	Rep Firm
138 CONANT STREET	Sales Office () PHILADELPHIA	
BEVERLY, MA 02494	Salesperson () AMY MCCREARY	
Agency CP1PZ/E	Salesperson Phone# 215-568-6540	
Flight Dates //313	Salesperson FAX# 215-568-1845	
Hiatus Weeks	08/08/2012 - 08/14/2012	

— CONTRACT COMMITMENT —

RNC - ROMNEY SC=*

					Len	Dates	Spots/Week	# Of Weeks	Total Spots	Total Cost:	Daypart
1	W-F	8P-12A			:30	\$6,000.00	08/08-08/10	1	1	\$6,000.00	
2	W-F	5P-630P			:30	\$1,000.00	08/08-08/10	1	1	\$1,000.00	
3	W-F	6A-7A			:30	\$700.00	08/08-08/10	6	1	6	\$4,200.00
		Buyline Comment: NEWS									
4	M-TU	6A-7A			:30	\$700.00	08/13-08/14	4	1	4	\$2,800.00
		Buyline Comment: NEWS									
5	M-TU	7A-9A			:30	\$1,400.00	08/13-08/14	4	1	4	\$5,600.00
		Buyline Comment: TODAY									
6	W-F	7A-9A			:30	\$1,400.00	08/13-08/14	6	1	6	\$8,400.00
		Buyline Comment: TODAY									
7	M-TU	9A-10A			:30	\$500.00	08/13-08/14	2	1	2	\$1,000.00
		Buyline Comment: TODAY									
8	W-F	9A-4P			:30	\$1,200.00	08/08-08/10	9	1	9	\$10,800.00
		Buyline Comment: OLY DAY									
9	M-TU	10A-11A			:30	\$325.00	08/13-08/14	2	1	2	\$650.00
		Buyline Comment: TODAY									
10	M-TU	11A-12P			:30	\$325.00	08/13-08/14	2	1	2	\$650.00

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Traffic Order# 105218 Last Received: Printed: 08/21/2012 8:24 AM

08/16/2012 10:17 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.	Advertiser () RNC/ROMNEY FOR PRES	Product RNC-ROMNEY	Estimate# 313	Buyer STEPHANIE KINGAID	Phone#	Fax#	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
							Agency () AMERICAN RAMBLER PRODUCTIONS								Rep Firm				
							138 CONANT STREET								Sales Office () PHILADELPHIA				
							BEVERLY, MA 02494								Salesperson () AMY MCCREARY				
							Agency CPI/P2/E //313								Salesperson Phone#	215-568-6540			
							Flight Dates 08/08/2012 - 08/14/2012								Salesperson FAX#	215-568-1845			
							Hiatus Weeks												
23	W-F	730P-8P										:30	\$750.00	08/08-08/10	3	1	3	\$2,250.00	
							Buyline Comment: OLY ZONE												
24	W-F	12A-1235A										:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
							Buyline Comment: NEWS												
25	SA	9A-6P										:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
							Buyline Comment: OLY DAY												
26	SA	730P-8P										:30	\$750.00	08/11-08/11	0	0	0	\$0.00	
							Buyline Comment: OLY ZONE												
27	SA	8P-12A										:30	\$6,000.00	08/11-08/11	2	1	2	\$12,000.00	
							Buyline Comment: PRIME OLY												
28	SA	12A-1230A										:30	\$1,000.00	08/11-08/11	2	1	2	\$2,000.00	
							Buyline Comment: NEWS												
29	SU	6A-6P										:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
							Buyline Comment: OLY												
30	SU	6P-630P										:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
							Buyline Comment: NEWS												
31	SU	12A-1230A										:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
							Buyline Comment: NEWS												

—REPORT TOTALS—

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () RNC/ROMNEY FOR PRES
Product RNC-ROMNEY
Estimate# 313
Buyer STEPHANIE KINGAID
Phone#
Fax#

Report Totals: 101 / \$112,850.00

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //313
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—SALES MONTHLY TOTALS—
Aug 12: 101 / \$112,850.00

Sales Totals: 101 / \$112,850.00

Station Totals: 101 / \$112,850.00

Lines not sent/rcl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KING	KLAS	KSNV	KVVU
	\$341,970	0%	0%	0%	30%	33%	
		KTNV	KTUD	KVCW	KVMY		
		20%	0%	1%	1%		
		XXXX	0%				

—COMPETITIVE COMMENTS—

NME ORDER
EST SHARES

Books JUL12
Demos RA35+

—CREDIT RISK—
CASH IN ADVANCE